Orders Order / Rev: 168419 Alt Order #: 06360271 Product Desc: **CROSSROADS GPS** Estimate: 1078 WDJT-TV-LP Flight Dates: 10/16/12 - 10/22/12 Primary AE: Matthew Norten Original Date / Rev: 10/01/12 / 10/01/12 Sales Office: HDC Order Type: **GENERAL** Sales Region: NAT Agency Name: Crossroads Media Noelle Ramsey **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 66 Canal Center Plaza Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: Issue/Crossroads GPS A35+ Demographic: New Business Thru: PL Issue **Product Codes:** Order Separation: 00:15:00 P-1 Priority: Advertiser External ID: Revenue Codes:

Totals

Bill Blan

DIII FIAN				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	15	\$17,500.00	\$14,875.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$17,500.00	\$14 875 00	0.00

\$17,500.00

\$14,875.00

0.00

15

Agency External ID:

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

AGY, POL, ISS

Order Share	Share	Total
WDJT-TV-LP	6%	\$17,500.00
Market	100%	\$291,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,916.67
WCGV	0%	\$0.00
WISN	50%	\$145,833.33
WIT	22%	\$64,166.67
WMLW-	2%	\$5,833.33
WPXE	0%	\$0.00
WTMJ	18%	\$52,500.00
WVTV	1%	\$2,916.67
WYTU	0%	\$0.00

L	n Cl	h	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Е	1 W	DJT	10/19/12	10/19/12	Letterman 1035p- Letterman 1035p	•	1035p-1135p	1	:30	1	\$400.00P-1	0.00 NM	1	\$400.00
	Week		<u>Date</u> 5/12	End Date 10/21/12	Weekdays	Spots/Week	<u>Rate</u> \$400.00	Rating 0.00						
E	2 W[	DJT	10/19/12	10/19/12	Wheel of Fortune 630p-7p/Wheel	630p- <b>₹</b> M	M-F 630p-7p	1	:30	1	\$1,500.00P-1	0.00 NM	1	\$1,500.00
	Week			End Date 10/21/12	Weekdays	Spots/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00		_				

Print Date: 10/01/12 16:22:08 Page

Totals

15

\$17,500.00

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Order / Rev:

168419

Advertiser:

Issue/Crossroads GPS

Alt Order #:
Flight Dates:

06360271

10/16/12 - 10/22/12

Product Desc:

CROSSROADS GPS

Estimate:

1078

WDJT-TV-LP

Ln Ch	n Sta	art End	Inventory Cod	le Brea	k Start/En/	d Time Days	lon C	Smoto Data D			
E 3 W		2/12 10/22/1			10p-1035p	1	Len S :30	1 \$1,600.00P	ri Rtg Type		Amount \$1,600.00
	Start Dat	o End Dot	M-F Late News					+ 1,000.001	. 0.00 14141	'	ψ1,000.00
Week:	: 10/22/12			Spots/Wee	<u>k Rate</u> 1 \$1,600.00	Rating 0.00					
E 4 WE	OJT 10/2	2/12 10/22/1			1035p-1135	5p 1	:30	1 \$400.00P-	1 0.00 NM	1	\$400.00
	Start Date	e End Date	Letterman 1035 Weekdays	p-1135p <u>Spots/Wee</u> l	(10:35 PM-1 <u>&lt;</u> Rate	11:37 PM) Rating					
	10/22/12	10/28/12	1		1 \$400.00	0.00					
E 5 WD	JJT 10/2:	2/12 10/22/1	2 Wheel of Fortune 630p-7p/Wheel		M-F 630p-7	p 1	:30	1 \$1,500.00P-	1 0.00 NM	1	\$1,500.00
	Start Date 10/22/12	End Date 10/28/12	Weekdays 1	Spots/Weel	<u>Rate</u> I \$1,500.00	Rating 0.00					
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	Start Date 10/15/12	End Date 10/21/12		Spots/Week	Rate \$1,600.00	Rating 0.00					
		3/12 10/18/12		СМ	10p-1035p	- <b>1</b>	:30	1 \$1,600.00P-1	0.00 NM	1	\$1,600.00
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	10/15/12 JT 10/18	10/21/12 /12 10/18/12		1)-1135p CM	\$1,600.00 1035p-1135	0.00	:30	1 \$400.00P-1	0.00 NM	4	\$400.00
,	N. 15.		Letterman 1035 <sub>l</sub>	o-1135p		_	.00	ι ψ+00.00[]	0.00 NN	1	\$400.00
_	<u>Start Date</u> 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1		Rating 0.00			ĺ		
E 9 WDJ	JT 10/18	/12 10/18/12	Wheel of Fortune		M-F 630p-7p		:30	1 \$1,500.00P-1	0.00 NM	1	\$1,500.00
<u>s</u>	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 1		10/21/12	M-F Late News		\$1,500.00	0.00					
E 10 WDJ	10/10/	12 10/10/12	M-F Late News	СМ	10p-1035p	<del>-</del> 1	:30	1 \$1,600.00P-1	0.00 NM	1	\$1,600.00
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			Letterman 1035p	-1135p		-	.00	1 4400.007-1	0.00 14141	1	\$400.00
<u>S</u> Week; 1	tart Date 0/15/12	End Date 10/21/12	<u>Weekdays</u> -1	Spots/Week	<u>Rate</u> \$400.00	Rating 0.00			ļ		
			Wheel of Fortune	630p- <b>7</b> CM	M-F 630p-7p	-1	:30	1 \$1,500.00P-1	0.00 NM	1	\$1,500.00
S	tart Date	End Date	630p-7p/Wheel Weekdays	Spots/Week	Data	Detino					
Week: 10	0/15/12	10/21/12	-1		<u>Rate</u> \$1,500.00	Rating 0.00					
E 13 WDJ	Γ 10/17/	12 10/17/12	M-F Late News M-F Late News	СМ	10p-1035p	1	:30	1 \$1,600.00P-1	0.00 NM	1	\$1,600.00
<u>St</u> Week: 1(	tart Date 0/15/12	End Date 10/21/12	Weekdays	Spots/Week	<u>Rate</u> \$1,600.00	Rating 0.00			ľ		
E 14 WDJT	Г 10/17/1	2 10/17/12	Letterman 1035p- Letterman 1035p-	1135p CM	1035p-1135p	1	:30	1 \$400.00P-1	0.00 NM	1	\$400.00
<u>St</u> Week: 10	art Date	End Date 10/21/12	•	Spots/Week	<u>Rate</u> \$400.00	Rating 0.00					
E 15 WDJT			Wheel of Fortune		M-F 630p-7p	1	:30	1 \$1,500.00P-1	0.00 NM	1	\$1,500.00
C.	ort 13-4-	Fool Dat	630p-7p/Wheel	0						· ·	
<u>St</u> Week: 10	<u>art Date</u> )/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00					
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